

**IN THE CLAIMS:**

1. (Currently Amended) For use with a computer network, a media and advertisement player, comprising:

a media player that receives and stores media from a remote system via said computer network and plays said stored media content in response to customer requests, said customer requests constrained by playback rules that select among media content to be distributed, received, and stored among a plurality of media players, wherein said media player receives and stores, according to said playback rules, at least some different distributed media content than another of said plurality of said media players, wherein said media is selected from the group consisting of: audio music, music videos, and skins;

an advertisement player that receives advertisements and a corresponding advertising schedule from said remote system via said computer network that stores and plays said advertisements according to said advertising schedule, said advertising schedule being dependent upon play of a content of said media, wherein said advertising schedule is correlated to said stored media content, said stored media content constrained by said playback rules; and

a tracking subsystem that generates as-run logs derived from customer requests containing records of a playing of said media and said advertisements and transmits said as-run logs to said remote system via said computer network, said as-run logs employed by said remote system to adjust said playback rules.

2. (Previously Presented) The media and advertisement player as recited in Claim 1

further comprising a display that presents a graphical user interface.

3. (Previously Presented) The media and advertisement player as recited in Claim 2 wherein said graphical user interface has a skin that is received from said remote system via said computer network.

4. (Previously Presented) The media and advertisement player as recited in Claim 2 wherein said display is touch-sensitive.

5. (Cancelled)

6. (Previously Presented) The media and advertisement player as recited in Claim 1 further comprising a personal computer, said media and said advertisements being stored on a hard disk drive of said personal computer.

7. (Previously Presented) The media and advertisement player as recited in Claim 1 wherein said computer network is the Internet.

8. (Currently Amended) A method of manufacturing a media and advertisement player, comprising:

providing a media player subsystem that receives and stores media from a remote system via

said computer network and plays said stored media content in response to customer requests, said customer requests constrained by playback rules that selects among media content to be distributed, received, and stored among a plurality of media players, wherein said media player receives and stores, according to said playback rules, at least some different distributed media content than another of said plurality of said media players wherein said media is selected from the group consisting of: audio music, music videos, and skins;

coupling an advertisement player subsystem that receives advertisements and a corresponding advertising schedule from said remote system via said computer network that stores and plays said advertisements according to said advertising schedule on said ~~media~~ advertisement player subsystem, said advertising schedule being dependent upon a play of a content of said media, wherein said advertising schedule is correlated to said stored media content, said stored media content constrained by said playback rules; and

coupling a tracking subsystem that generates as-run logs containing records of a playing of contents of said media derived from customer requests and said advertisements and transmits said as-run logs to said remote system via said computer network to said media player subsystem ~~to~~ from said media player subsystem, said as-run logs employed by said remote system to adjust said playback rules.

9. (Original) The method as recited in Claim 8 wherein said media player subsystem and said advertisement player subsystem employ a display that presents a graphical user interface.

10. (Original) The method as recited in Claim 9 wherein said graphical user interface has a skin that is received from said remote system via said computer network.

11. (Original) The method as recited in Claim 9 wherein said display is touch-sensitive.

12. (Cancelled)

13. (Original) The method as recited in Claim 8 further comprising providing a personal computer, said media and said advertisements being storable on a hard disk drive of said personal computer.

14. (Original) The method as recited in Claim 8 wherein said computer network is the Internet.

15. (Currently Amended) For use with a computer network, a method of playing media and advertisements and reporting the playing of the media and advertisements to a remote system, comprising:

receiving and storing media from a remote system via a computer network, wherein said media is selected from the group consisting of: audio music, music videos, and skins;

receiving and storing advertisements and a corresponding advertising schedule from said remote system via said computer network;

playing said media in response to customer requests, said customer requests constrained by playback rules that selects among media content to be distributed, received, and stored among a plurality of media players, wherein said media player receives and stores, according to said playback rules, at least some different distributed media content than another of said plurality of said media players according to said playback rules;

playing said advertisements according to said advertising schedule, said advertising schedule being dependent upon a play of content of said media, wherein said advertising schedule is correlated to said stored media content, said media content constrained by said playback rules;

generating as-run logs containing records of a playing of a content of said media and said advertisements; and

transmitting said as-run logs containing records of a playing of contents of said media derived from customer requests to said remote system via a computer network, said as run logs employed by said remote system to adjust said playback rules.

16. (Original) The method as recited in Claim 15 wherein said customer requests are received via a graphical user interface on a display.

17. (Original) The method as recited in Claim 16 wherein said graphical user interface has a skin, said method further comprising receiving said skin from said remote system via a computer network.

18. (Original) The method as recited in Claim 16 wherein said display is touch-sensitive.
19. (Cancelled)
20. (Original) The method as recited in Claim 15 further comprising storing said media and said advertisements on a hard disk drive of a personal computer.
21. (Currently Amended) The method as recited in Claim 15 wherein said computer network is includes the Internet.
22. (Previously Presented) The player of Claim 1, wherein said advertising schedule being dependent upon plays of selected content of said media further comprises said advertising schedule being based on a selection of content of a first media but not from a selection of content of a second media.
23. (Previously Presented) The player of Claim 1, wherein said advertising schedule is based on said given advertisement and its proximity to a content of said particular media being played.
24. (Previously Presented) The player of Claim 1, wherein said advertising schedule is based on at least one aspect selected from the group consisting of:

- (1) a geographic location of said media player and said advertisement player;
- (2) an establishment type in which said media player and advertisement player are located;
- (3) a demographic of establishment in which said media and said advertisement player is located;
- (4) a time of a day;
- (5) a date;
- (6) a day of a week;
- (7) a month of a year; and
- (8) a season of a year.